

## TOURING CONTEST CALLED "BIG FOUR"

Because It Embraces Endurance, Reliability, Power and Economy Tests.

WHERE THE CARS WILL RUN

Two Day Competition in May Up Through Catskills and Return.

Entry blanks are not yet out for the Big Four touring contest to be known as the West Hudson and Catskill endurance, reliability, hill climb and fuel economy test on May 14 and 15, but dealers of New York and vicinity are showing interest in the event.

Road conditions disclosed by the path-finding trip were in many places poor, but the State Highway Commission is making extensive repairs to several bad stretches along the route and also constructing new State roads which will connect with stretches of macadamized road already completed. These should be well completed at the time the contest is held.

The line of the tour forms at Edge-water, across from the 130th street ferry, and runs through Englewood, Pearl River and Haverstraw to the State boulevard along the west shore of the Hudson River. At the end of the boulevard the tourists then take the regular road through Highland Falls to West Point.

Permits will be asked from the commandant to pass through the reservation. After passing the parade grounds at West Point a sharp left turn is made up Crow's Nest Mountain—a pretty steep climb with frequent switchbacks and a score of S turns which bring the motorist one notch nearer the summit from which a wonderful view of the Hudson can be had.

The corresponding descent into Cornwall is marked by several sharp turns and the scenes on the descending trip continuing into Newburgh are almost equally fine.

Upon arrival at Newburgh the tourists will go directly to the Hotel Palatine, where dinner will be served. Newburgh will be the night control and also where the fuel economy test terminates. After the dinner a smoker will be held in the dining parlors.

On the next morning the tourists will leave Newburgh for Kingston by way of New Paltz, passing through the town of Rifton. From Kingston the road continues on Broadway into the Catskills, twelve miles from State road into Saugerties. From here the run to the Kaaterskill Clove mountain and Haines Falls is made by way of Saxton and Palenville. At Lake Creek Bridge at the foot of Kaaterskill Clove, the course of the hill climbing test begins. From the bridge the course rises with a sharp grade for a few rods and then alternates with easy grades and a series of steep pitches to the top, where the finish of the run will be. The distance of the climb is one and a half miles, the steepest rise being approximately a grade of 12 to 14 per cent. The average grade for the hill is 14 to 15 per cent. A large watering trough, bubbling over with cool mountain spring water, is near the top of the mountain, where hot radiators might be cooled if necessary.

After the hill climb test is over the party will proceed on the homeward trip, continuing down the mountain from Kaaterskill Clove, the course of the hill climbing test begins. From the bridge the course rises with a sharp grade for a few rods and then alternates with easy grades and a series of steep pitches to the top, where the finish of the run will be. The distance of the climb is one and a half miles, the steepest rise being approximately a grade of 12 to 14 per cent. The average grade for the hill is 14 to 15 per cent. A large watering trough, bubbling over with cool mountain spring water, is near the top of the mountain, where hot radiators might be cooled if necessary.

From Newburgh, the return is made by way of Cornwall, over the main road through Tuxedo, Suffern and Hackensack and back to New York. The total mileage to be covered on the second day of the contest is approximately 185.

CHAUFFEURS NOT ALL BAD.

Employers Should Investigate Their Records Carefully, However.

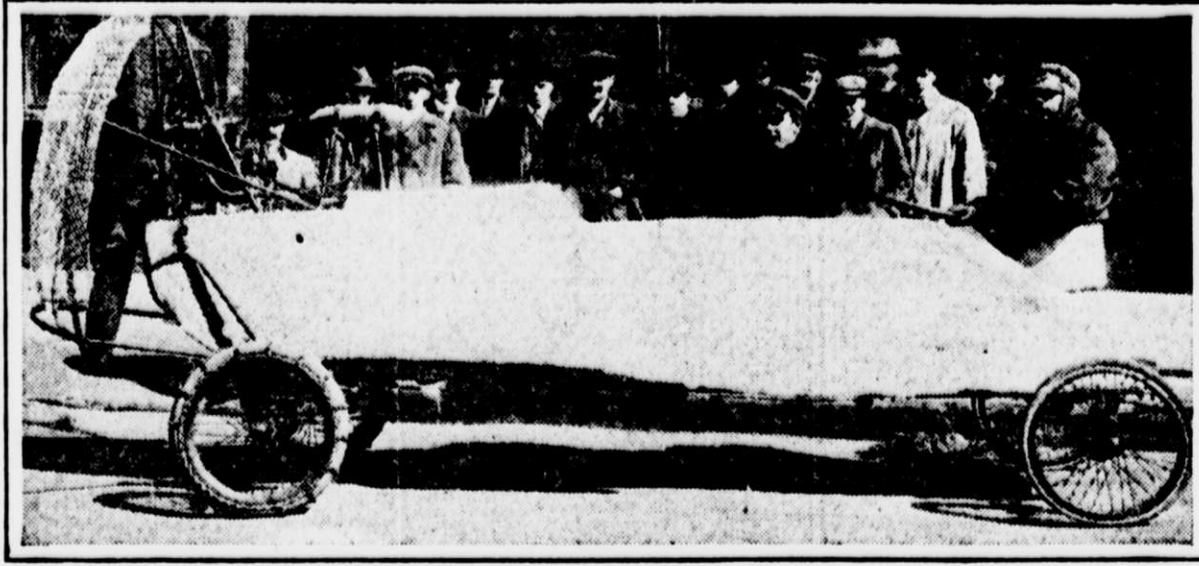
"Great injustice is done to the average chauffeur when any one says that chauffeurs are dishonest and untrustworthy," says William H. Stewart, Jr., of the Stewart Automobile School. "The rapid growth of the automobile industry has attracted to it all its branches, certain classes of undesirable. One of the most important branches of the industry is the chauffeurs.

"The great demand for operators has called into this branch of the business a large number of men of questionable character. These men are the ones who have called down ill repute on the profession generally. Until lately the State officials did not realize the importance of eliminating this bad element. Consequently many owners have suffered at the hands of irresponsible chauffeurs.

"Owners should not fail to investigate thoroughly the past of the man he employs. Letters of recommendation are easily obtained. It would seem advisable to consult personally the person issuing the recommendation. When a business man employs a chauffeur, he should, as he usually investigates the applicant's record thoroughly. A chauffeur holds a much more responsible position, in that he has charge of property which if not properly controlled will not only damage other property but may endanger the lives of members of the family.

"Again the best chauffeurs applaud any action on the part of the State or of employers which tends to eliminate the undesirable class and raise the standard of the profession. When an employer's confidence has been abused by several men in succession it is difficult for even the highest grade chauffeur to make good."

## Propeller and Aeroplane Motor Drives This Car



This machine is being driven in New York, Brooklyn, Jersey City and Newark as an advertisement of the circus, incidentally also of Weed chains, which are on the front wheels.

## A FEW KIND WORDS FOR INDIANAPOLIS

Detroiters Lets Loose His Wrath on Hoosierdom's Pretensions to Greatness.

The bumpiness of Indianapolis is suggesting that some day it will be the motor making center of the country is extremely fatiguing to Detroit. Now and again this feeling breaks out in some such form as it is put by the *Studebaker News*, the house organ of that corporation's automobile division.

Regarding the statement made that Indianapolis doesn't make as many automobiles as Detroit "yet," as the Hoosiers usually put it, the Detroit editor, having dipped his pen in some particularly acid sort of writing fluid, cuts loose thus: "Heavy emphasis goes on the 'yet' and the inference is drawn that the competition is now very close and that Indianapolis is so easy a second right now as to make other comparisons out of the question. So far the industry has contented itself with a good natured grin at the Hoosier whoop. But some day an irritable and intelligent authority is going to challenge the claim and call it bluff.

"The challenge can come with perfect propriety from Flint, which will make 25,000 cars this season; from Lansing, which will make 15,000; from Pontiac, from Highland Park, from Toledo, from Jackson. There are at least seven non-Indianapolis plants which will produce this season more than all the Indianapolis factories combined. Two of these plants are in Detroit, two in its suburbs. Two of the others are in Michigan cities, and the other in Ohio. It would be easy to subtract from Detroit's production of cars in that city who is busting his chest in to retain enough to swamp all Hoosierdom in a quantitative competition.

"These estimates are conservative and based on an Indianapolis production of 10,000 cars. If one cared to make a real guess at Indiana production of 1912 or 1913 he would probably cut this estimate in two, establishing an output of 5,000 cars each year for the lusty lunged artisans of the speedway burg.

"In fact, it is true, but they don't build enough automobiles to make any serious impression on the trade except at the big shows, where they are much in evidence each year. The real humor of the claims put forward by Indianapolis is emphasized by the largest of the manufacturers in that city who is busting his chest in to sales consideration on the fact that he buys the motors for his cars, as well as transmissions, rear axles, wheels and about all the rest of the proposition in Detroit, where such devices are well made."

And then comes the sleep walk on Paul Hale Bruske might have said in his sporting editor days: "The Hoosier Board of Education recently got a Studebaker 20 for use in its manual training school. The board's motive is plain: It wanted to show its scholars what a good automobile looks like and how it is put together."

SELLING TWO CARS A MINUTE.

Present Rate of Ford Factory Faster Than One Every 30 Seconds.

What it means to sell the Ford output is not the least imposing in the way of statistics than indicating what it means to manufacture 200,000 cars for a season's production. It has been figured out that it represents a task of disposing through branch houses and dealers of a car every forty-five seconds of the working day for the entire year. However, the Ford Company doesn't figure on it taking a whole year to dispose of its product, because the order book closed in June the past two years and this time it is expected it will be brought to a finish even before that.

With 75,000 cars already built and sold, it is said that the Ford Company is even now 40,000 machines behind its orders scheduled for delivery. On this basis the cars have been selling faster than one every thirty seconds.

Stearns Sells More Trucks.

Although the Stearns company has been devoting most of its energy to the production of Knott engines cars for the passenger automobile market, time has been found to build an occasional four cylinder poppet valve motor for use in motor trucks. The Atlantic Refining Company of Philadelphia, which bought not long ago six five-ton trucks, has placed another order for five more with the Stearns company.

## SURPRISES BRITISH AUTOISTS.

Twenty Page Advertisement of Hupmobiles Unique There.

England got a taste of American methods in automobile advertising not long ago when the British agents for the Hupmobiles inserted in one of the trade publications there a twenty page advertisement in colors telling where in each county and district Hupmobiles could be got, as well as illustrating the technical details of the cars. It is probably the first time that any advertiser of automobiles over there has gone beyond a couple of pages to tell about his wares. How much this cost was not stated in a notice that came recently from the Hupmobile factory.

"The results were surprising," a letter from the British agent says. "We have heard many persons whom we had no idea were in the market for a machine and we look forward to increased business for the coming season."

American big production methods and American big copy advertising are bound to have their effect on British makers and buyers of automobiles.

WHEN YOU SHOP TO SWAP.

Usually the New Car You Get Isn't Worth Much, Says Stewart.

"Owners of cars wanting to trade in are anxious to get as great an allowance as possible, but that is a point where they should go carefully," says W. H. Stewart, Jr., who sells Pullman cars hereabout. "Do they realize the worth of their cars when trading with a dealer who will give the highest price?"

A dealer can reasonably allow only what the car will bring in the used car market. Even by such a concession he is obliged to make two sales instead of one. In Detroit, two in its suburbs. Two of the others are in Michigan cities, and the other in Ohio. It would be easy to subtract from Detroit's production of cars in that city who is busting his chest in to retain enough to swamp all Hoosierdom in a quantitative competition.

"One should not be misled by fictitious catalogue prices. This method of overrating intrinsic values affords an advantage to make a large allowance in trade. The customer not knowing true car values is misled. He believes he has obtained a big price for his old car, when in truth he has been taken advantage of. The man who shops for the largest allowance irrespective of true values usually gets a new car of inferior grade."

SHOULD CLEAR ALL CROSSINGS.

British Idea One That Should Be Imitated Here, Says Bennett.

Removing obstacles which prevent a clear view at railroad crossings, curves and turns, which is being done in England now through the agency of automobilists there, is a plan of action which appeals to G. W. Bennett of the Willys-Overland Company as something that might well be imitated here.

"In our own country there are numberless opportunities for this excellent work," roads are crossed at various angles by railroads and more often than not it is impossible to tell whether a train or car is approaching because of the growth of brush or other obstructions.

"In the cities too there are scores of dangerous places where billboards and other unsightly objects are erected close to the crossing or curve. I am confident that in the near future our great automobile clubs will see the need of these preventive measures. And when the work is done the number of automobile accidents will greatly decrease."

FLANDERS FORMALLY BOUGHT.

Last Steps Taken to Make It Part of Maxwell Motor Company.

The formal acquisition by the Maxwell Motor Company of the Flanders Motor Company property has been followed by the removal of the financial and accounting offices of the Maxwell to Detroit, which now becomes the center of operations of the concern. Adding the 137,000,000 Maxwell Company to the huge Ford, Studebaker and General Motors concerns already established with headquarters in Detroit means just another step added to the leadership of Detroit.

It was generally understood in the trade, that the Flanders Company had been for a long time part of the Maxwell concern, but that was not actually the case until the first week in March, when the tentative arrangement was followed by a permanent arrangement. The original move was made to get Walter E. Flanders associated with the successor to the United States Motor Company, so as to help proceed with the reorganization.

## MAKERS COMPLETE TRADE COMBINATION

Automobile Chamber of Commerce Joins Two Main Organizations.

The Automobile Chamber of Commerce, the combination of the Automobile Board of Trade and the National Association of Automobile Manufacturers, now is officially in existence, having only recently been incorporated. Col. Charles Clifton, who has been nine times president of the Board of Trade and its predecessor, the A. A. M., was elected to the leadership of the Chamber of Commerce. W. C. Leonard of the Cadillac was chosen vice-president; R. D. Chapin, Hudson, secretary; and George Pope, Pope Hartford, treasurer. There are fourteen directors, who in addition to Messrs. Clifton, Chapin and Leonard are C. C. Hanch, Marmon, Hugh Chalmers, Chalmers; Sidney D. Waldon, Packard; S. T. Davis, Jr., Locomobile; Windsor T. White, White; William E. Metzger, Flanders; H. O. Smith, Premier; Albert L. Pope, Pope; George W. Bennett, Overland; L. H. Kittredge, Peerless; and H. H. Rice, Waverley.

To secure freedom of its members from unjust or unlawful exactions. To diffuse accurate and reliable information to the standing of merchants and others dealing with members as to all inventions, patents, processes or devices designed or intended for use in, upon or in connection with such vehicles and the manufacture thereof, as to the state of the art, and as to the condition and development of the trade in which the members are engaged in the United States and foreign countries.

To procure uniformity and certainty in the customs and uses of such trade. To promote the construction of better highways.

To advocate the enactment of just and equitable laws affecting members. To settle differences between members. To promote a more enlarged and friendly intercourse among business men engaged in such trade or dealing with persons engaged in such trade.

To acquire by grant, gift purchase, devise or bequest, to hold and to dispose of such property as the purposes of the corporation shall require, subject to such limitations as may be prescribed by law, including inventions, letters patent and processes, or rights thereunder, for the benefit of its members and not for pecuniary profit.

CAN FARMERS AFFORD CARS?

Jeffery Rather Thinks They Can, Seeing Prices They Get.

To show the field that he expects is going to take most of the Rambler cars for 1913 and also to tell why he feels this is going to be the finest year for the company, Charles T. Jeffery said the other day on farm property: "You can't buy a pig to-day for less than \$5, and hogs sold in the Chicago market on March 18 at the average price of \$9.00. If you are selling out of sight in spite of the motor car. You can't get a serviceably sound team for less than \$400, and they are asking \$125 for plows."

"Cattle are scarce. Swift & Co., in their annual report, give figures that are appalling regarding the falling off in the general average weights for the year, and the decrease in the receipts is counted in the hundreds of thousands. This means big money for stock men. The Iowa farmer is beaming, because he knows 25 cents in corn is worth a dollar in hogs. He was happy last week with three inches of snow on the ground, which means great fields of golden corn in August."

"The Wisconsin farmer is getting 30 cents for butter and a dollar a pound in the market. The Michigan fruit crop is going to be a dandy after an open winter. A great improvement in mercantile affairs is shown, especially through the great central areas of the country. Iowa, Minnesota and the Pacific coast sections are booming. Canada business is burning up the roads in the Northwest and they are taking all the traffic."

"The ratio of loans to deposits at the banks is decreasing every day. Business is improving through New York, Pennsylvania and Illinois. The mining situation in the Rocky Mountain States has improved. Fine roads make New England a great motor car market and business conditions are stable there. It's an ill wind that blows nobody good, so western Pennsylvania is booming with oil at the top of the pinnacle and climbing higher."

"Southeastern Texas is a fertile field for sales just now. That's a marvelous country. Austin, Fort Worth and Houston are livelier than ever, while Florida towns and Los Angeles and San Diego, Cal., are getting ready for the big 1913 business, building everywhere."

MAKES A HIT WITH LANCIA.

Moon Self-Starter Impresses Him Forebly.

Lancia, the Italian driver and manufacturer of cars, bearing his name, called at the show room of the Moon Motor Car Company in New York and inspected the Moon-Warner electric starting and lighting system.

The mechanical construction of the starter was explained by one of the Moon salesmen by the cutout chassis on the show room floor. Lancia stood directly in front of the chassis, requesting that the mechanism be put in action. Some one had put the gear shift lever in third speed, with the result that when the starting lever was operated the chassis gave one plunge ahead, knocking Lancia over.

After getting on his feet Lancia remarked in broken English that he was very much impressed with the power demonstrated.

## FOR INTER-CAPITAL WAY, \$216,000,000

Road to Connect Up All States Would Mean an 18,000 Mile Route.

UGHT TO "GO SOMEWHERE"

Objection Made by National Old-Trailers Man to Aimless Sort of Highways.

"Roads that go somewhere" is an expression which is being heard in connection with the country-wide improvement of highways. Judge J. M. Lowe, president of the National Old Trails Ocean to Ocean Road says of the matter: "A road extending across a township, of course, has value. It has increased value when it goes across a county; it has considerably increased value when it extends across a State; but it is of infinitely more value when it extends from State to State across the continent."

The advocates of this particular road across the country, which would fit into a system of national highways such as is contended for by the A. A. A. national good roads board, believe in a comprehensive plan, even though, according to Judge Lowe, they are striving that their interstate avenue of communication ought to be the first one built.

"We don't stand for our road to the exclusion of any other road," states Judge Lowe, "and I want to say further that if there is any other line of road which ought to receive consideration first, which ought to be built first, and which has greater claims than our road, as historic as it is, we are ready to get behind that road and stand for it just as strongly as we are ready to stand for the national old trails road. If I had my way about it I would build a great national system of roads leading from our national capital to the capital of every State in the Union. I would stand behind that proposition until it went out through the country as the system we are in favor of."

"Some say that that would bankrupt the Government. Have you ever stopped to think what it would cost? Probably 18,000 miles of road will build a trunk line through every capital of every State of the Union. Put it at the highest possible figure, to build the best road that modern engineering has devised, making the average about \$12,000 a mile. The western half of these roads will cost a whole lot less than the eastern half. Eighteen thousand miles multiplied by \$12,000 makes what? \$216,000,000."

"We have spent millions of dollars upon the improvement of rivers and harbors, and millions of dollars on the improvement of the Panama Canal. It doesn't take a life time to accomplish a big thing nowadays. Within five years this whole country ought to be gridironed with national roads. After carrying out our plan of these national highways, let the States and counties build and maintain their own roads connecting with the national system, and then we will have roads that are worth while and there will be no conflict of authority anywhere."

"Now let us get together, and, after all—and this was an education to myself as well—and I traveled over that old road from ocean to ocean, as I have done, it gradually dawned upon me that the people in Ohio, Pennsylvania, West Virginia and Maryland, and all the other States, were the same people that I had always known and associated with, that they were not different from the people of Kentucky, where I was born and raised, nor different from the people of my adopted State, Missouri; that they were the same people, the same nationality, with the same environments, the same aspirations, the same hopes and the same God."

It is interesting to note in various parts of the country the gradual improving methods in many of the States in regard to road improvement. Arkansas has just voted to establish a State highway department, while Idaho has done the same. In addition to which an appropriation of \$200,000 has been made to be used in laying, surveying and starting the construction of a system of State highways. Promising legislation is pending in Maine, Pennsylvania, Missouri and several other States.

Col. Pardee's New Line.

Col. Kirby C. Pardee, who was for a long time the Maxwell man in New York, has about completed his line under new conditions. He handles the Detroit, low priced four cylinder car, and the Interstate, a moderate priced six cylinder, at present. The Interstate he is selling under a guarantee of repairs free for a year and has a popular selling plan for the Detroit which is bringing him in a good line of business, he says.

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## SAFETY FOR PASSENGERS.

Butting About Stopping When Trolleys Do Seems a Wise One.

The thinking motorist will not feel very much like applauding a victory won by the Columbus Automobile Club in Ohio, which succeeded in defeating an ordinance about bringing automobiles to a full stop when passing trolley cars receiving or discharging passengers. It was argued that persons entering or leaving a car are not really "passengers" until they are on the car and therefore the stopping is ambiguous. Furthermore, it was argued that this ordinance created great confusion and made congestion at crossings.

As a matter of fact, this ordinance is too bad in cities where it already is on the statute books. It should be repealed. In its operation in the city of Cleveland, for instance, it was tremendously annoying. Why it should not in Columbus isn't clear. It would work a serious hardship for motorists in this city, but what a relief for pedestrians!

Those who have essayed vainly to board a street car as automobile after automobile ran by will appreciate the value of such an ordinance. There have been many times when a motorist, after signalling a street car from the side of the road, has been unable to board it just because of the fleet of machines running past. And the like condition applies to getting off the car. It would seem to delight in shoving close to the stops, but even those not so mischievously inclined make trouble for the intending dismounting passenger.

The street on which such an ordinance would apply principally is Broadway. Throughout the length of that street from Manhattan street to the Battery, access to cars and departure from them is made by getting off the car on the sidewalk. Perhaps it would be possible to make such an ordinance apply to this street, or else there might be a system of "stop" stops for automobiles.

But at once such an ordinance is in favor it doesn't seem like the right thing to work against it. This may be speaking without knowledge of the particular problems involved in Columbus, but from a study of the unwise side of it there is every reason why such an ordinance ought to be retained for the benefit of the pedestrian.

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"We have spent millions of dollars upon the improvement of rivers and harbors, and millions of dollars on the improvement of the Panama Canal. It doesn't take a life time to accomplish a big thing nowadays. Within five years this whole country ought to be gridironed with national roads. After carrying out our plan of these national highways, let the States and counties build and maintain their own roads connecting with the national system, and then we will have roads that are worth while and there will be no conflict of authority anywhere."

"Now let us get together, and, after all—and this was an education to myself as well—and I traveled over that old road from ocean to ocean, as I have done, it gradually dawned upon me that the people in Ohio, Pennsylvania, West Virginia and Maryland, and all the other States, were the same people that I had always known and associated with, that they were not different from the people of Kentucky, where I was born and raised, nor different from the people of my adopted State, Missouri; that they were the same people, the same nationality, with the same environments, the same aspirations, the same hopes and the same God."

It is interesting to note in various parts of the country the gradual improving methods in many of the States in regard to road improvement. Arkansas has just voted to establish a State highway department, while Idaho has done the same. In addition to which an appropriation of \$200,000 has been made to be used in laying, surveying and starting the construction of a system of State highways. Promising legislation is pending in Maine, Pennsylvania, Missouri and several other States.

Col. Pardee's New Line.